## CLAIMS

1.      An attendant circumstance utilization device, for providing a user with services including provision of information and rendering of a service, said device comprising:

an attendant detecting unit operable to detect an attendant accompanying the user; and

a service providing unit operable to determine a service based on the detected attendant, and to provide the user with the determined service.

2.      The attendant circumstance utilization device according to Claim 1, further comprising:

an equipment operation detecting unit operable to detect an equipment operation performed by the user;

a storing unit operable to store a history data of the detected equipment operation and attendant information indicating the attendant detected by said attendant detecting unit when the user performs the equipment operation, the history data being associated with the attendant information; and

a judging unit operable to judge an equipment operation activity particular to a case, where the user is accompanied by the same attendant at a present time and in a past time, based on the attendant newly detected by said attendant detecting unit and the equipment operation history data stored in said storing unit,

wherein said service providing unit is operable to provide the user with a service depending on the particular equipment operation activity.

3.      The attendant circumstance utilization device according to Claim 1, further comprising:

a location detecting unit operable to detect a current location of the user;

a storing unit operable to store a traveling history data of the user based on the detected current location and the attendant information indicating the attendant detected by said attendant detecting unit when the user performs the traveling, the history data being associated with the attendant information; and

a judging unit operable to judge a destination particular to a case, where the user is accompanied by the same attendant at a present time and in a past time, based on the user's current location newly detected by said location detecting unit, an attendant newly detected by said attendant detecting unit and a traveling history data stored in said storing unit;

wherein said service providing unit is operable to provide the user with services depending on the particular destination.

4.    The attendant circumstance utilization device according to Claim 1, further comprising:

a service detecting unit operable to detect a service which the user utilizes;

a storing unit operable to store the detected service utilization history data and the attendant information indicating the attendant detected by said attendant detecting unit when the user utilizes the service, the history data being associated with the attendant information; and

a judging unit operable to judge a service utilization particular to a case, where the user is accompanied by the same attendant at a present time and in a past time, based on the attendant newly detected by said attendant detecting unit and the utilization history data stored in said storing unit,

wherein said service providing unit is operable to provide the user with service depending on the particular service utilization.

5.    The attendant circumstance utilization device according to

Claim 4, further comprising,

a location detecting unit operable to detect a current location of the user,

wherein said storing unit is operable to store a traveling history data of the user, the utilization history data and the attendant information based on the detected current location by associating the history data with the information each other;

said judging unit is operable to judge a utilization service particular to a case, where the user is accompanied by the same attendant and also is located at the same location at a present time and in a past time, based on a current location of the user newly detected by said location detecting unit, an attendant newly detected by said attendant detecting unit and a utilization history data stored in said storing unit; and

said service providing unit is operable to provide the user with service depending on the particular service utilization.

6. The attendant circumstance utilization device according to Claim 1, further comprising:

a service detecting unit operable to detect a service utilized by the user;

an attendant category detecting unit operable to detect a category of the attendant;

a storing unit operable to store a detected service utilization history data and a category information indicating a category detected by said attendant category detecting unit when the user utilizes a service, the history data being associated with the category information; and

a judging unit operable to judge a service utilization particular to a case, where a category of an attendant accompanying the user is the same at a present time and in a past time, based on a category newly detected by said attendant category detecting unit and the

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utilization history data stored in said storing unit;

wherein said service providing unit is operable to provide the user with a service depending on the particular service utilization.

5    7.    The attendant circumstance utilization device according to Claim 6, further comprising,

a location detecting unit operable to detect a current location of the user,

wherein said storing unit is operable to store a traveling history
10   data of the user, the utilization history data and the category information based on the detected current location, the history data being associated with the category information;

said judging unit is operable to judge a service utilization particular to a case, where a category of an attendant accompanying
15   the user is the same and also the location where the user is located is the same at a present time and in a past time, based on a current location of the user newly detected by said location detecting unit, an attendant category newly detected by said attendant category detecting unit and a utilization history data stored in said storing unit;
20   and

said service providing unit is operable to provide the user with a service depending on the particular service utilization.

8.    The attendant circumstance utilization device according to
25   Claim 1, further comprising:

a number of attendants detecting unit operable to detect the number of attendants;

a service detecting unit operable to detect a service which the user utilizes;
30   a storing unit operable to store a utilization history data of the detected service and a number information indicating the number detected by said number of attendants detecting unit when the user

utilizes the service, the history data being associated with the number information; and

a judging unit operable to judge a service utilization particular to a case where the number of attendants accompanying the user is the same at a present time and in a past time, based on a newly detected number by said number of attendants detecting unit and the utilization history data stored in said storing unit,

wherein said service providing unit is operable to provide the user with a service depending on the particular service utilization.

9. The attendant circumstance utilization device according to Claim 8, further comprising,

a location detecting unit operable to detect a current location of the user;

wherein said storing unit is operable to store a traveling history data of the user, the utilization history data and the number information based on the detected current location, the history data being associated with the number information;

said judging unit is operable to judge a service utilization particular to a case, where the number of attendants accompanying the user is the same and also the location where the user is located is the same at a present time and in a past time, based on a current location of the user newly detected by said location detecting unit, the number of attendants newly detected by said number of attendants detecting unit and a utilization history data stored in said storing unit; and

said service providing unit is operable to provide the user with a service depending on the particular service utilization.

10. An attendant circumstance utilization method for providing a user with services including provision of information and rendering of a service, comprising:

detecting an attendant accompanying the user; and

determining a service based on the detected attendant, and providing the user with the determined service.

5   11.     A program used for a device, which provides a user with services including provision of information and rendering of a service, said program causing a computer to execute:

detecting an attendant accompanying a user; and

determining a service based on the detected attendant and

10   providing the user with the determined service.